EAT RIGHT *to* WIN

GOOD NUTRITION ADDS YEARS TO YOUR LIFE
-- AND LIFE TO YOUR YEARS

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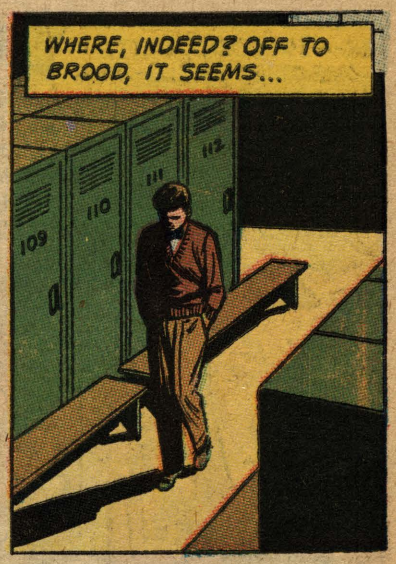
AND-- HE MAKES IT!... IN THE RUSH TO CONGRATULATE THE NEW HERO...
OH, BOB, WASN'T HE WONDERF --- NOW WHERE DID BOB GO?


WHERE, INDEED? OFF TO BROOD, IT SEEMS...

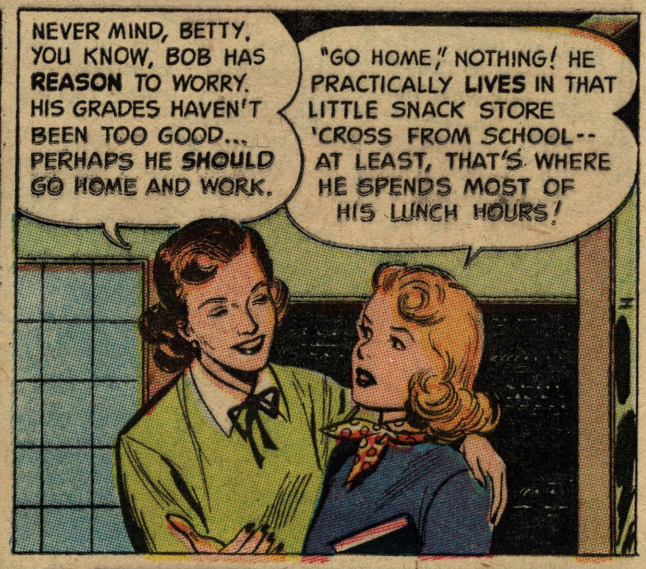
THE NEXT DAY, AS THE CLASS BREAKS FOR LUNCH ...
HELLO, BOB! SORRY YOU DISAPPEARED YESTERDAY... YOU MISSED ALL THE FUN.
AFTER CONKING OUT IN THAT GAME, BETTY, I WAS TOO TIRED FOR ANY FUN...

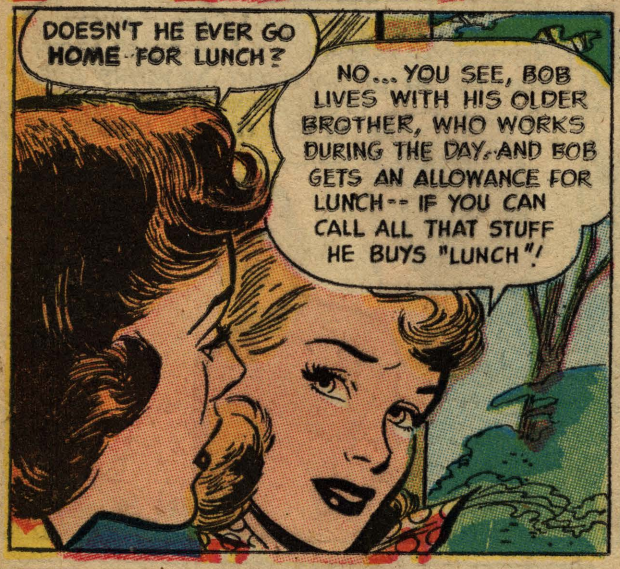
I DON'T MEAN TO BE THE MEDDLESOME TEACHER, BOB--BUT MAYBE YOU OUGHT TO BE GETTING MORE SLEEP?
GEE, I MUST AVERAGE ABOUT 9 HOURS A NIGHT AS IT IS, MISS WHITE! I DON'T HAVE ANY TROUBLE SLEEPING---

I SHOULDN'T THINK YOU WOULD, BOB-- BEING AS ACTIVE AS YOU ARE-- WHAT WITH BASKETBALL-- AND FOOTBALL-- AND THE TRACK TEAM--
WELL, APPARENTLY, LACK OF EXERCISE ISN'T YOUR TROUBLE, EITHER. PERHAPS YOU DON'T EAT PROPERLY, BOB...

ME? OH, I EAT PLENTY!
SAY, SPEAKING OF FOOD-- REMEMBER, BOB, MOTHER'S INVITED YOU FOR LUNCH TODAY, SO WE'D BETTER--

ER---I'M SORRY, BETTY--SOME OTHER TIME. I--UH--I'M A LITTLE WORRIED ABOUT NEXT WEEK'S GENERAL SCIENCE REPORT--I'D BETTER DO SOME WORK ON IT DURING LUNCH.
OUR LITTLE CHEERLEADER IS GOING TO NEED A BIT OF CHEERING UP HERSELF!...

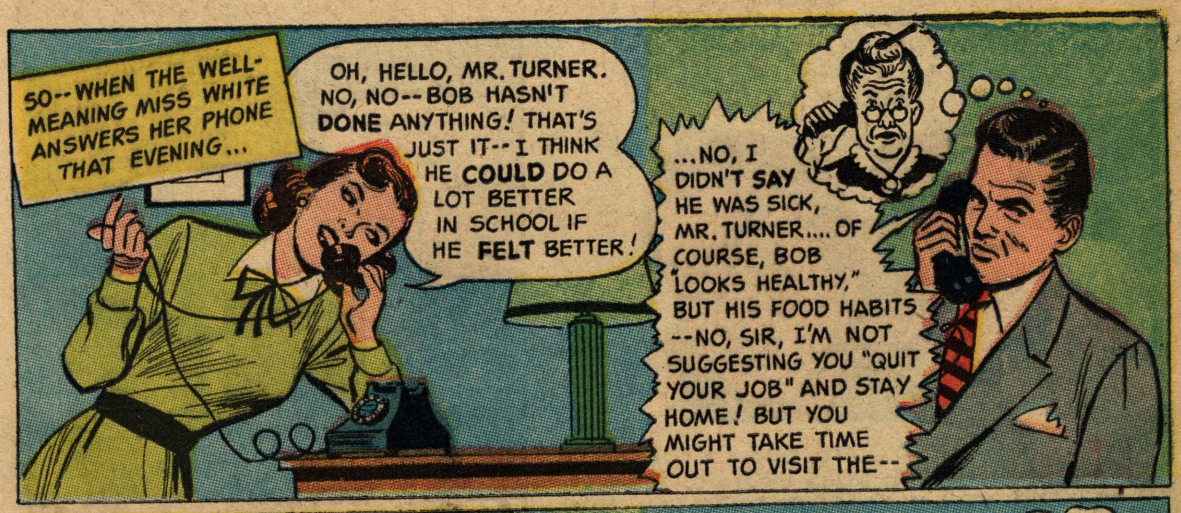

NEVER MIND, BETTY, YOU KNOW, BOB HAS REASON TO WORRY. HIS GRADES HAVEN'T BEEN TOO GOOD... PERHAPS HE SHOULD GO HOME AND WORK.
"GO HOME," NOTHING! HE PRACTICALLY LIVES IN THAT LITTLE SNACK STORE 'CROSS FROM SCHOOL--AT LEAST, THAT'S WHERE HE SPENDS MOST OF HIS LUNCH HOURS!


DOESN'T HE EVER GO HOME FOR LUNCH?
NO... YOU SEE, BOB LIVES WITH HIS OLDER BROTHER, WHO WORKS DURING THE DAY, AND BOB GETS AN ALLOWANCE FOR LUNCH-- IF YOU CAN CALL ALL THAT STUFF HE BUYS "LUNCH"!

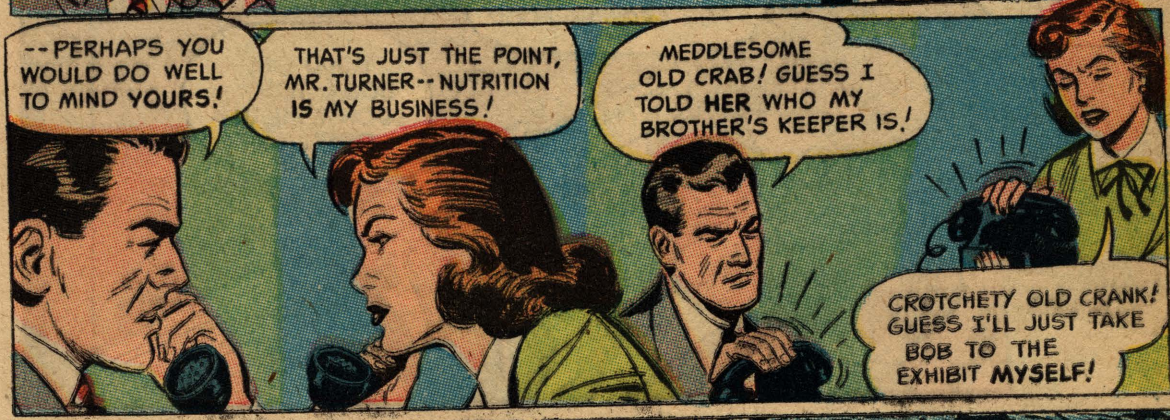
I SEE... AND WHAT ABOUT HIS OTHER MEALS?
OH, HE EATS PRETTY MUCH WHEN--AND WHAT--HE PLEASES. BUT FOOD'S NOT HIS PROBLEM. EITHER--HE EATS ENOUGH, ALL RIGHT.

BUT MAYBE HE DOESN'T EAT ENOUGH OF THE RIGHT FOODS--
NOW YOU'RE BEGINNING TO SOUND LIKE MOTHER--WHICH REMINDS ME, I'D BETTER RUN ALONG FOR LUNCH NOW!
4

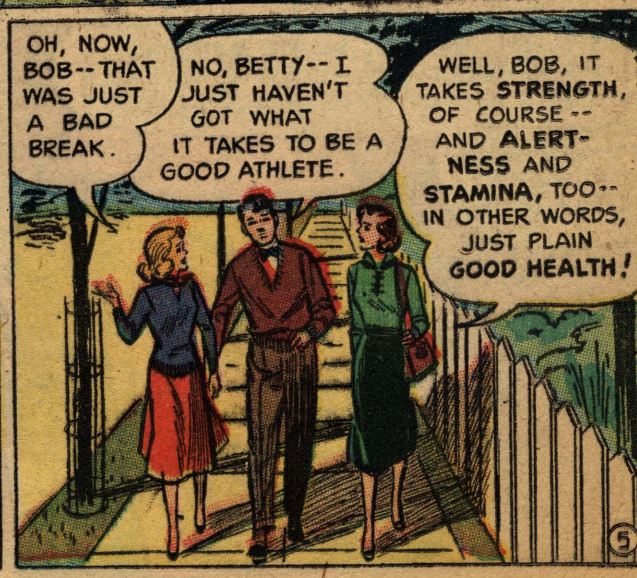
HMMM--THIS SOUNDS LIKE A NUTRITION PROBLEM TO ME. BOB'S STRANGE FOOD HABITS COULD BE AT THE BOTTOM OF HIS WEAKNESS IN STUDIES--AND SPORTS... THINK I'LL TELL HIM TO HAVE HIS BROTHER PHONE ME.


SO--WHEN THE WELL-MEANING MISS WHITE ANSWERS HER PHONE THAT EVENING...
OH, HELLO, MR. TURNER. NO, NO--BOB HASN'T DONE ANYTHING! THAT'S JUST IT--I THINK HE COULD DO A LOT BETTER IN SCHOOL IF HE FELT BETTER!
...NO, I DIDN'T SAY HE WAS SICK, MR. TURNER.... OF COURSE, BOB "LOOKS HEALTHY," BUT HIS FOOD HABITS --NO, SIR, I'M NOT SUGGESTING YOU "QUIT YOUR JOB" AND STAY HOME! BUT YOU MIGHT TAKE TIME OUT TO VISIT THE--

--"NUTRITION EXHIBIT"?! WELL, MISS WHITE, I CANNOT SUPPORT MY BROTHER BY WANDERING THROUGH MUSEUMS, YOU KNOW...
...AND BESIDES, BOB IS MY BUSINESS... AND --


--PERHAPS YOU WOULD DO WELL TO MIND YOURS!
THAT'S JUST THE POINT, MR. TURNER--NUTRITION IS MY BUSINESS!
MEDDLESOME OLD CRAB! GUESS I TOLD HER WHO MY BROTHER'S KEEPER IS!
CROTCHETY OLD CRANK! GUESS I'LL JUST TAKE BOB TO THE EXHIBIT MYSELF!

AND SO, THAT SATURDAY...
DON'T WALK SO FAST, BOB... YOU MUST BE WARMING UP FOR THE TRACK-TEAM!
FAR FROM IT--I'M THINKING OF GIVING UP SPORTS AFTER THAT BASKETBALL GAME THE OTHER DAY!


OH, NOW, BOB--THAT WAS JUST A BAD BREAK.
NO, BETTY--I JUST HAVEN'T GOT WHAT IT TAKES TO BE A GOOD ATHLETE.
WELL, BOB, IT TAKES STRENGTH, OF COURSE--AND ALERTNESS AND STAMINA, TOO--IN OTHER WORDS, JUST PLAIN GOOD HEALTH!

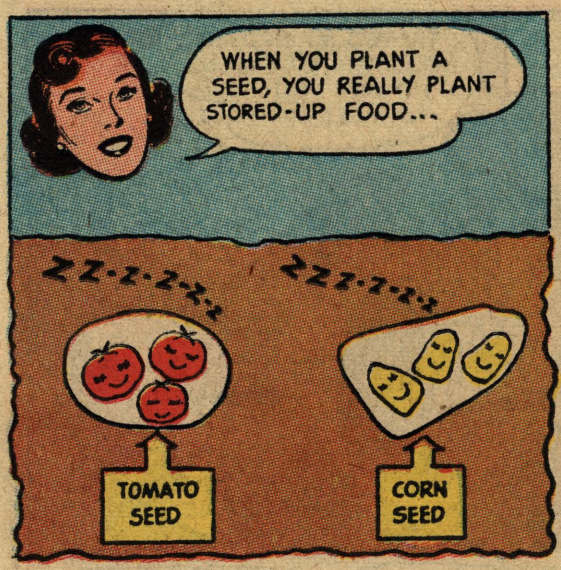
OH, I'M HEALTHY ENOUGH, ALL RIGHT. BUT I GUESS SOME PEOPLE ARE JUST HEALTHIER BY NATURE...
NOT QUITE, BOB. OF COURSE, NATURE DOES PROVIDE THE SOIL IN WHICH OUR HEALTH STARTS-- BUT WE ARE WHAT WE EAT!

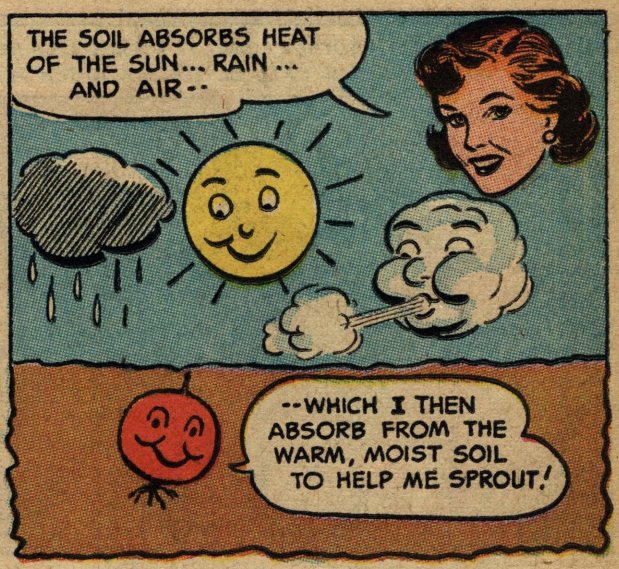
WHAT DO YOU MEA--
HOW DOES THAT WORK?
NOW, NOW! SAVE ALL YOUR QUESTIONS. WE'LL FIND ALL THE ANSWERS IN THERE...

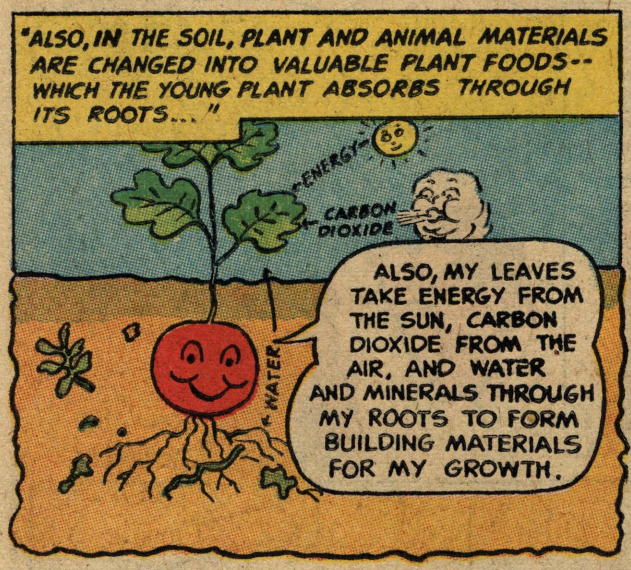
SOON, INSIDE THE MUSEUM...
YOUR FOOD BEGINS WITH THE SOIL
OH, LOOK AT THE CUTE LITTLE MODEL FARMS!
IT SHOWS THE RIGHT WAY TO IRRIGATE DIRT FOR GROWING FOOD.
HOLD ON, BOB -- YOU DON'T MEAN DIRT...
Swift

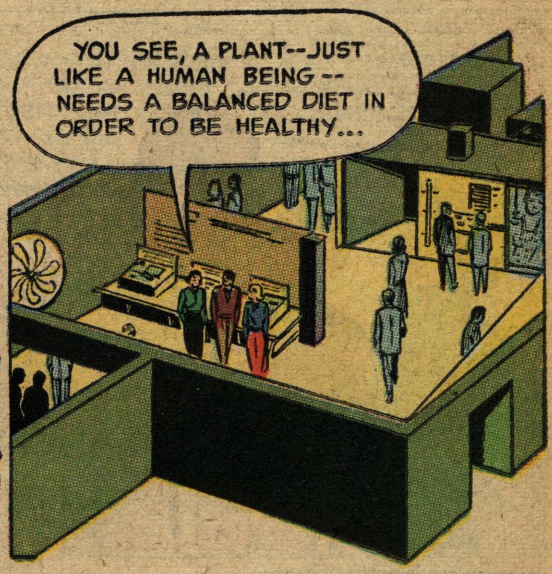
DIRT IS NOTHING BUT WASTE MATERIAL... BUT SOIL -- GOOD SOIL -- CONTAINS VALUABLE MINERALS AND OTHER ELEMENTS, TO HELP NOURISH THE PLANTS WHICH MANUFACTURE FOOD FOR US.

MANUFACTURE?! GEE; THAT MAKES SOIL A SORT OF "FOOD FACTORY"!
THAT'S RIGHT, BOB. YOU SEE--


WHEN YOU PLANT A SEED, YOU REALLY PLANT STORED-UP FOOD...
TOMATO SEED
CORN SEED

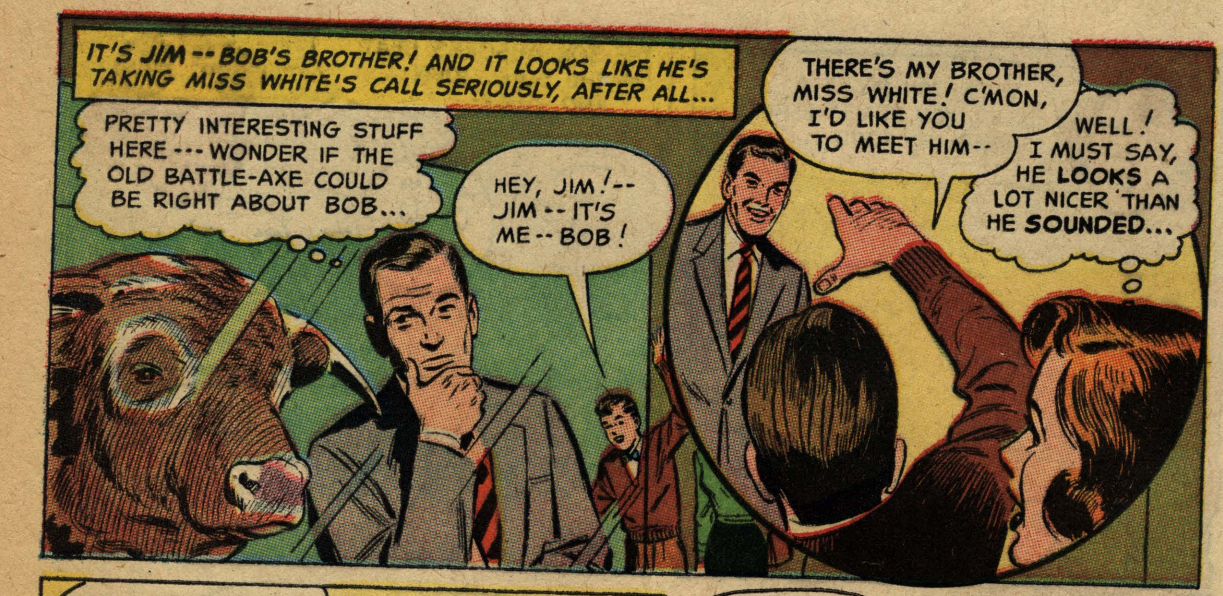

THE SOIL ABSORBS HEAT OF THE SUN... RAIN... AND AIR--
--WHICH I THEN ABSORB FROM THE WARM, MOIST SOIL TO HELP ME SPROUT!

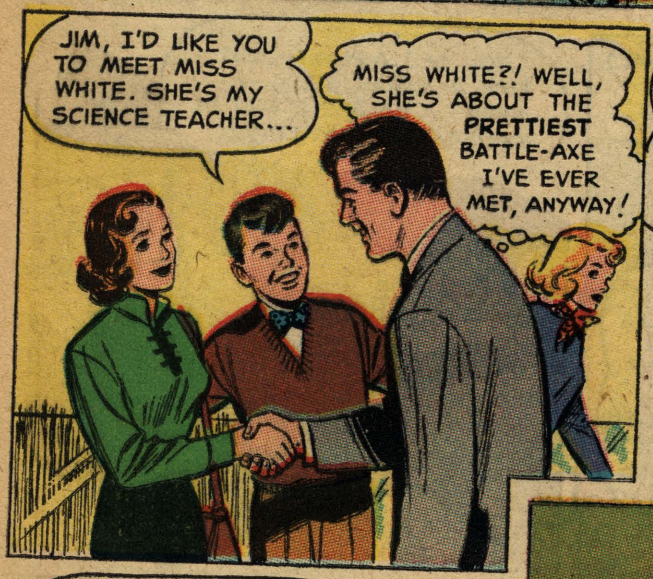

"ALSO, IN THE SOIL, PLANT AND ANIMAL MATERIALS ARE CHANGED INTO VALUABLE PLANT FOODS-- WHICH THE YOUNG PLANT ABSORBS THROUGH ITS ROOTS..."
ENERGY
CARBON DIOXIDE
WATER
ALSO, MY LEAVES TAKE ENERGY FROM THE SUN, CARBON DIOXIDE FROM THE AIR, AND WATER AND MINERALS THROUGH MY ROOTS TO FORM BUILDING MATERIALS FOR MY GROWTH.

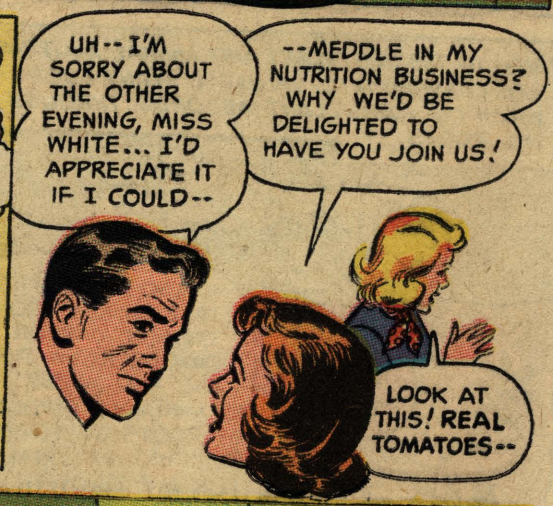

YOU SEE, A PLANT--JUST LIKE A HUMAN BEING-- NEEDS A BALANCED DIET IN ORDER TO BE HEALTHY...

"--SO THAT IT CAN, IN TURN, GIVE US THE NUTRIENTS WE NEED-- IN THE FORM OF FRUITS, VEGETABLES, OR GRAINS..."
PLANTS--MANUFACTURERS OF FOOD
PROTEINS, CARBOHYDRATES, FATS, MINERALS AND VITAMINS--
--ARE MANUFACTURED BY PLANT--
--WITH THE HELP OF PLANT FOODS IN SOIL (PLUS SUN, RAIN AND AIR)

NO WONDER YOU CORRECTED BOB WHEN HE SAID "DIRT", MISS WHITE-- WE COULDN'T HAVE HEALTHY PLANTS WITHOUT HEALTHY SOIL!
WE SURE-- SAY, LOOK WHO'S THERE!

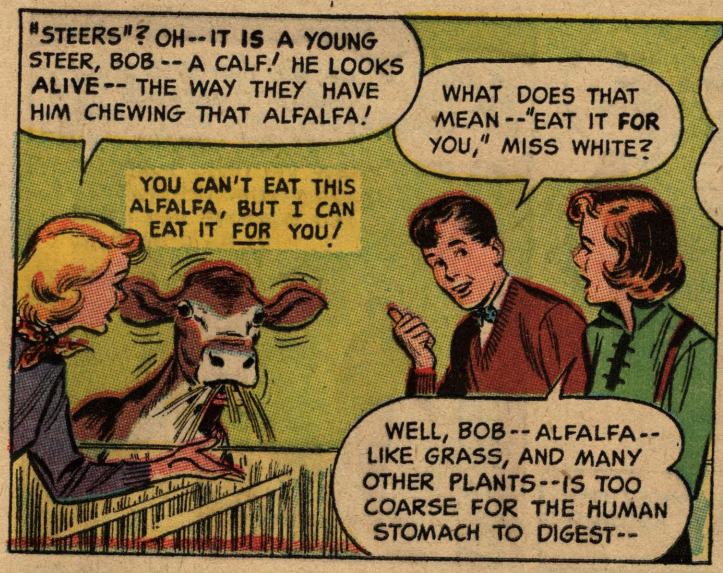

IT'S JIM -- BOB'S BROTHER! AND IT LOOKS LIKE HE'S TAKING MISS WHITE'S CALL SERIOUSLY, AFTER ALL...
PRETTY INTERESTING STUFF HERE --- WONDER IF THE OLD BATTLE-AXE COULD BE RIGHT ABOUT BOB...
HEY, JIM! -- JIM -- IT'S ME -- BOB!
THERE'S MY BROTHER, MISS WHITE! C'MON, I'D LIKE YOU TO MEET HIM--
WELL! I MUST SAY, HE LOOKS A LOT NICER THAN HE SOUNDED...


JIM, I'D LIKE YOU TO MEET MISS WHITE. SHE'S MY SCIENCE TEACHER...
MISS WHITE?! WELL, SHE'S ABOUT THE PRETTIEST BATTLE-AXE I'VE EVER MET, ANYWAY!


UH -- I'M SORRY ABOUT THE OTHER EVENING, MISS WHITE... I'D APPRECIATE IT IF I COULD--
--MEDDLE IN MY NUTRITION BUSINESS? WHY WE'D BE DELIGHTED TO HAVE YOU JOIN US!
LOOK AT THIS! REAL TOMATOES--

--GROWING RIGHT HERE IN THE MUSEUM! MAKES MY MOUTH WATER...
THAT'S MORE THAN I CAN SAY FOR THIS ALFALFA HERE -- UGH!

YOU MAY NOT LIKE ALFALFA, BOB, BUT YOU CAN THANK YOUR LUCKY "STEERS" THIS LITTLE FELLOW DOES!


"STEERS"? OH--IT IS A YOUNG STEER, BOB--A CALF! HE LOOKS ALIVE--THE WAY THEY HAVE HIM CHEWING THAT ALFALFA!
YOU CAN'T EAT THIS ALFALFA, BUT I CAN EAT IT FOR YOU!
WHAT DOES THAT MEAN--"EAT IT FOR YOU," MISS WHITE?
WELL, BOB--ALFALFA--LIKE GRASS, AND MANY OTHER PLANTS--IS TOO COARSE FOR THE HUMAN STOMACH TO DIGEST--

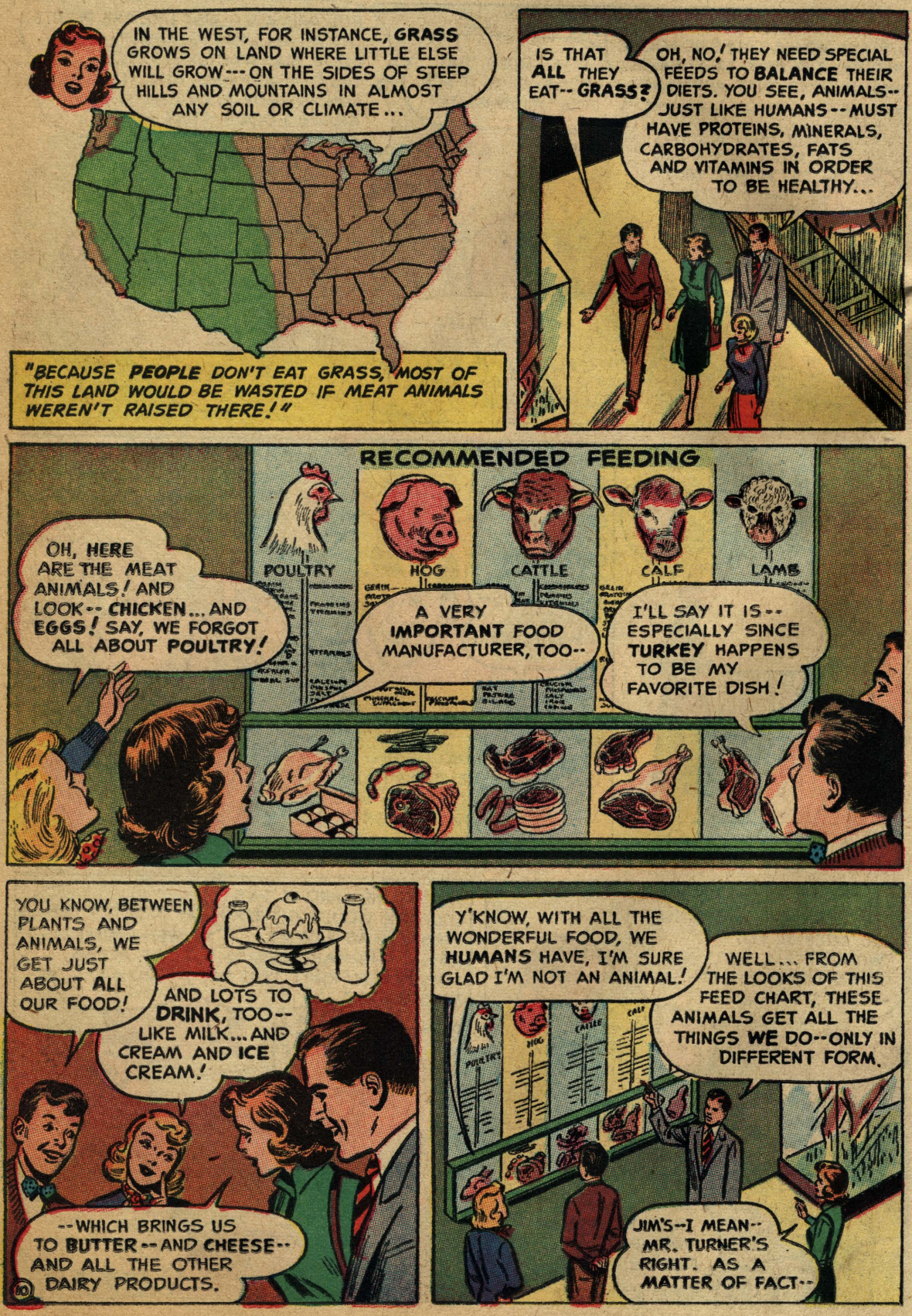
BUT ANIMALS--JUST LIKE THE PLANTS WE WERE TALKING ABOUT--ARE FOOD MANUFACTURERS, TOO! THEY DIGEST AND TURN THESE LOW-GRADE FOODS INTO HIGH-GRADE FOODS THAT WE CAN EAT!

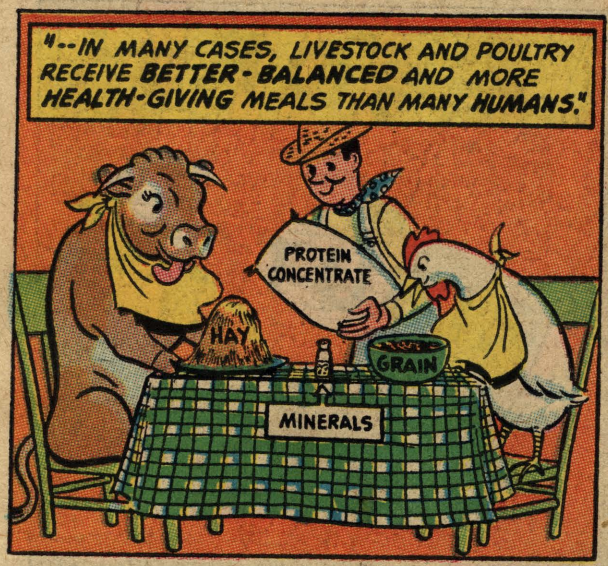
YOU MEAN THE ALFALFA THIS CALF IS EATING WOULD END UP AS VEAL CHOPS?
...OR A DELICIOUS VEAL ROAST!

AND WHEN THESE LITTLE FELLOWS GROW UP AND BECOME CATTLE, THEY GIVE US BEEF ROASTS--AND HAMBURGERS...
--AND JUICY STEAKS, TOO!
AND WHILE WE'RE TALKING ABOUT MEAT ANIMALS, LET'S NOT FORGET LAMBS--FROM WHICH WE ALSO GET CHOPS AND ROASTS...
AND HOGS--FOR DELICIOUS HAM--AND PORK--SAUSAGE AND BACON!

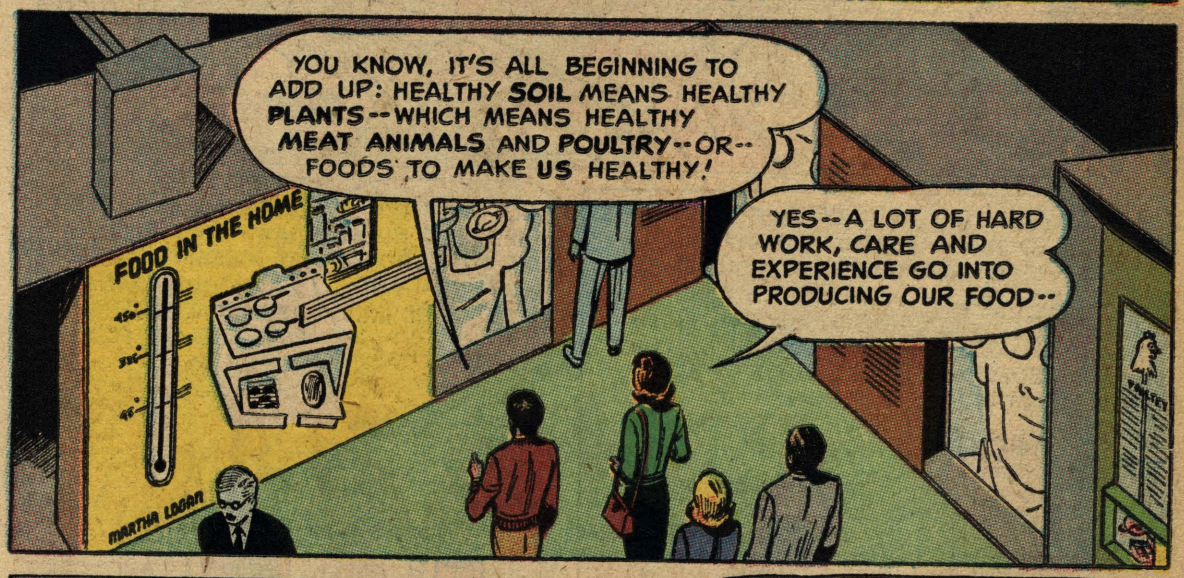
GEE, MEAT ANIMALS GIVE US SUCH A LOT--- WITHOUT 'EM, WE'D BE IN AN AWFUL SPOT!--SAY--THAT'S A POEM!
IT'S "MORE TRUTH THAN POETRY," BETTY--WHY, IF IT WEREN'T FOR MEAT ANIMALS--

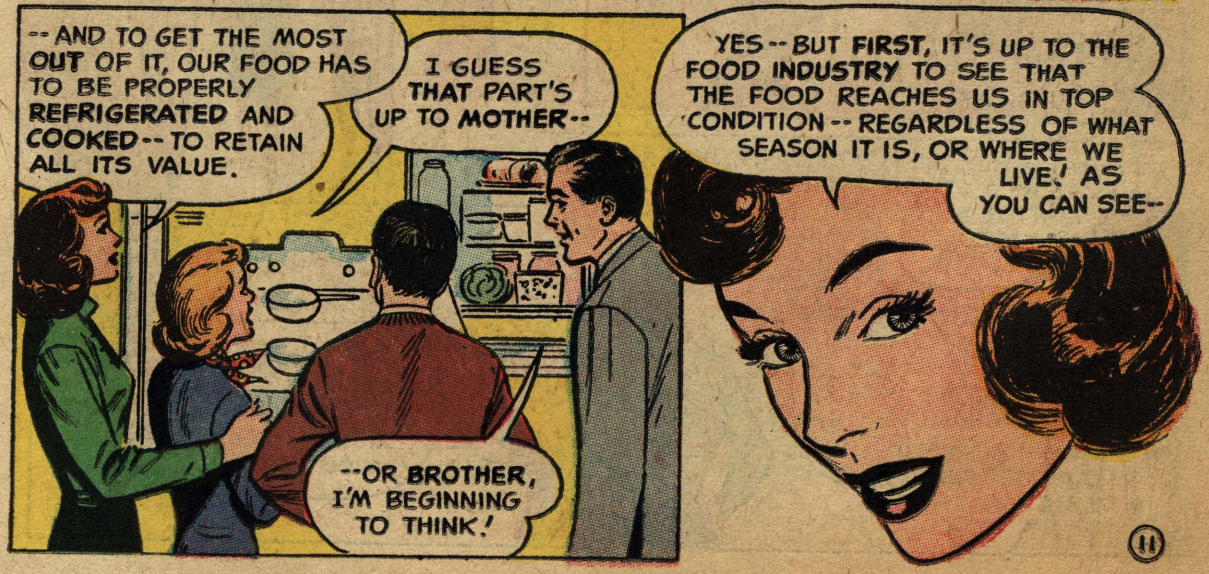
--HALF THE LAND IN THIS COUNTRY WOULD GO TO WASTE--AS FAR AS RAISING HUMAN FOOD IS CONCERNED! ISN'T THAT SO, MISS WHITE?
WELL--MILLIONS OF ACRES, ANYWAY!
BUT WHAT DO THEY RAISE THERE?

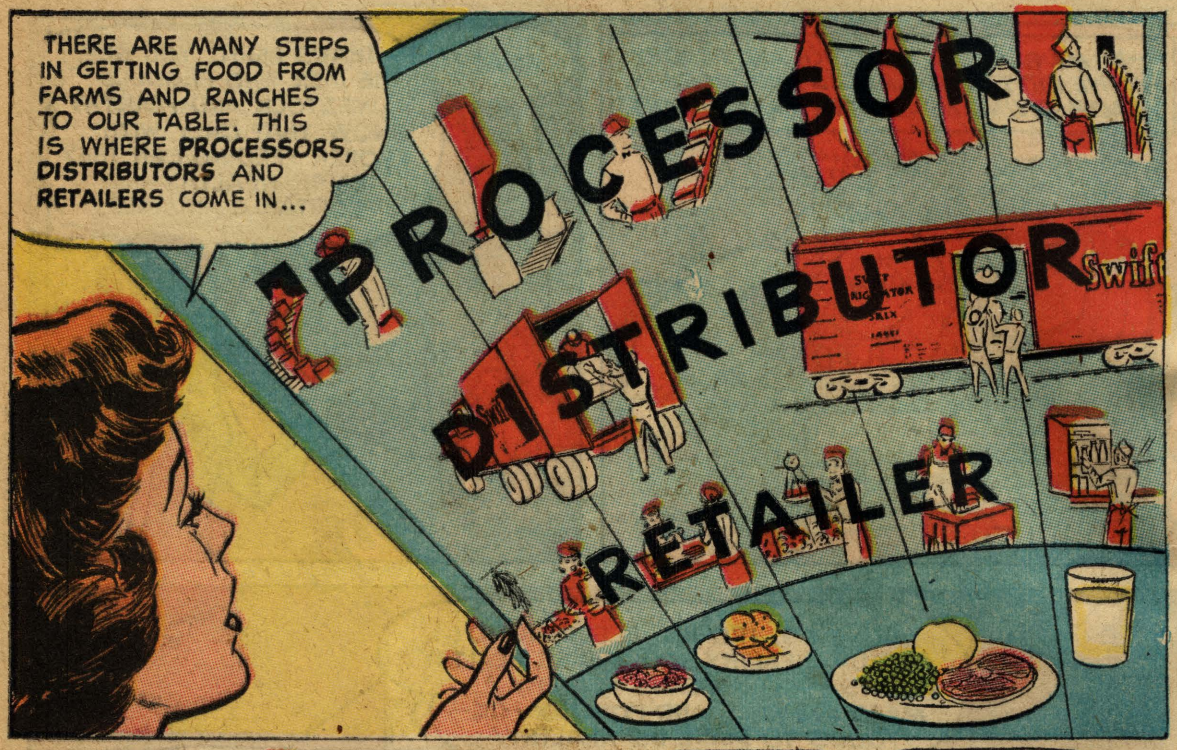

IN THE WEST, FOR INSTANCE, GRASS GROWS ON LAND WHERE LITTLE ELSE WILL GROW--- ON THE SIDES OF STEEP HILLS AND MOUNTAINS IN ALMOST ANY SOIL OR CLIMATE...
"BECAUSE PEOPLE DON'T EAT GRASS, MOST OF THIS LAND WOULD BE WASTED IF MEAT ANIMALS WEREN'T RAISED THERE!"
IS THAT ALL THEY EAT-- GRASS?
OH, NO! THEY NEED SPECIAL FEEDS TO BALANCE THEIR DIETS. YOU SEE, ANIMALS-- JUST LIKE HUMANS -- MUST HAVE PROTEINS, MINERALS, CARBOHYDRATES, FATS AND VITAMINS IN ORDER TO BE HEALTHY...
RECOMMENDED FEEDING
POULTRY
HOG
CATTLE
CALF
LAMB
OH, HERE ARE THE MEAT ANIMALS! AND LOOK-- CHICKEN... AND EGGS! SAY, WE FORGOT ALL ABOUT POULTRY!
A VERY IMPORTANT FOOD MANUFACTURER, TOO--
I'LL SAY IT IS-- ESPECIALLY SINCE TURKEY HAPPENS TO BE MY FAVORITE DISH!
YOU KNOW, BETWEEN PLANTS AND ANIMALS, WE GET JUST ABOUT ALL OUR FOOD!
AND LOTS TO DRINK, TOO-- LIKE MILK... AND CREAM AND ICE CREAM!
--WHICH BRINGS US TO BUTTER -- AND CHEESE-- AND ALL THE OTHER DAIRY PRODUCTS.
Y'KNOW, WITH ALL THE WONDERFUL FOOD, WE HUMANS HAVE, I'M SURE GLAD I'M NOT AN ANIMAL!
WELL... FROM THE LOOKS OF THIS FEED CHART, THESE ANIMALS GET ALL THE THINGS WE DO--ONLY IN DIFFERENT FORM.
JIM'S--I MEAN-- MR. TURNER'S RIGHT. AS A MATTER OF FACT--

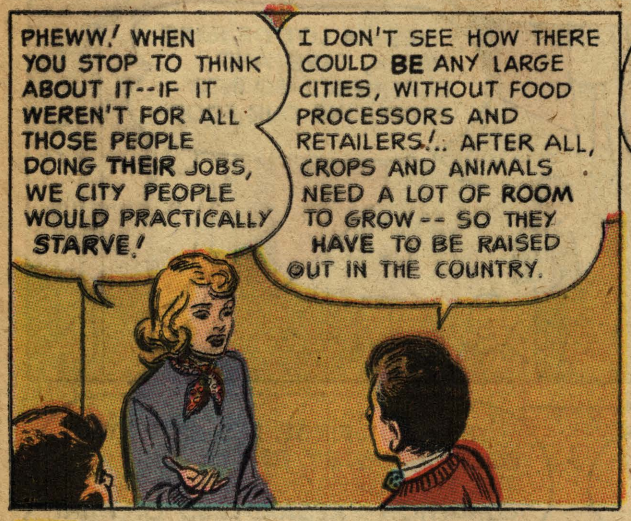

"--IN MANY CASES, LIVESTOCK AND POULTRY RECEIVE BETTER-BALANCED AND MORE HEALTH-GIVING MEALS THAN MANY HUMANS."
PROTEIN CONCENTRATE
HAY
GRAIN
MINERALS

WHAT?!
THAT'S RIGHT... YOU SEE, THE MEN WHO PRODUCE LIVESTOCK AND POULTRY KNOW THAT ONLY WITH PROPER FEEDING CAN THEY RAISE HEALTHY PROFITABLE ANIMALS.

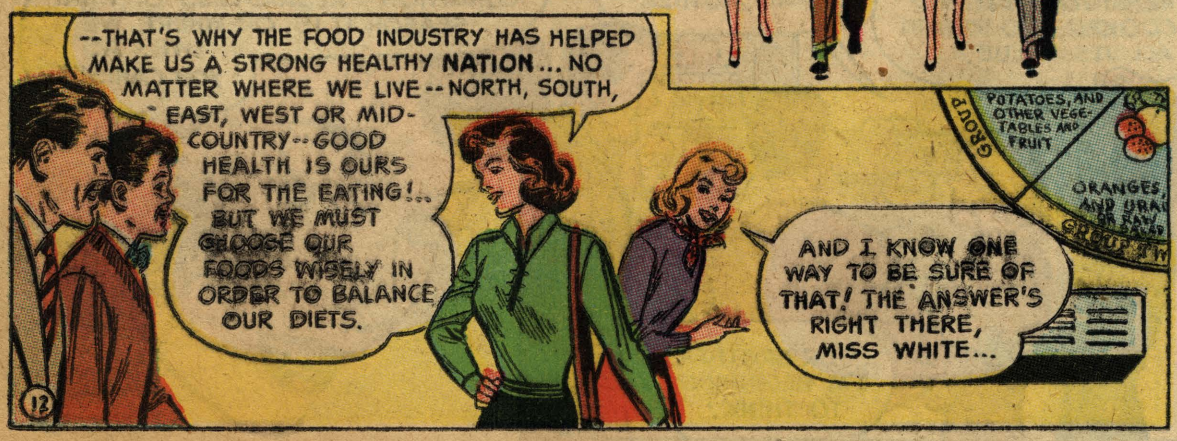

YOU KNOW, IT'S ALL BEGINNING TO ADD UP: HEALTHY SOIL MEANS HEALTHY PLANTS--WHICH MEANS HEALTHY MEAT ANIMALS AND POULTRY--OR--FOODS TO MAKE US HEALTHY!
FOOD IN THE HOME
YES--A LOT OF HARD WORK, CARE AND EXPERIENCE GO INTO PRODUCING OUR FOOD--
MARTHA LOGAN

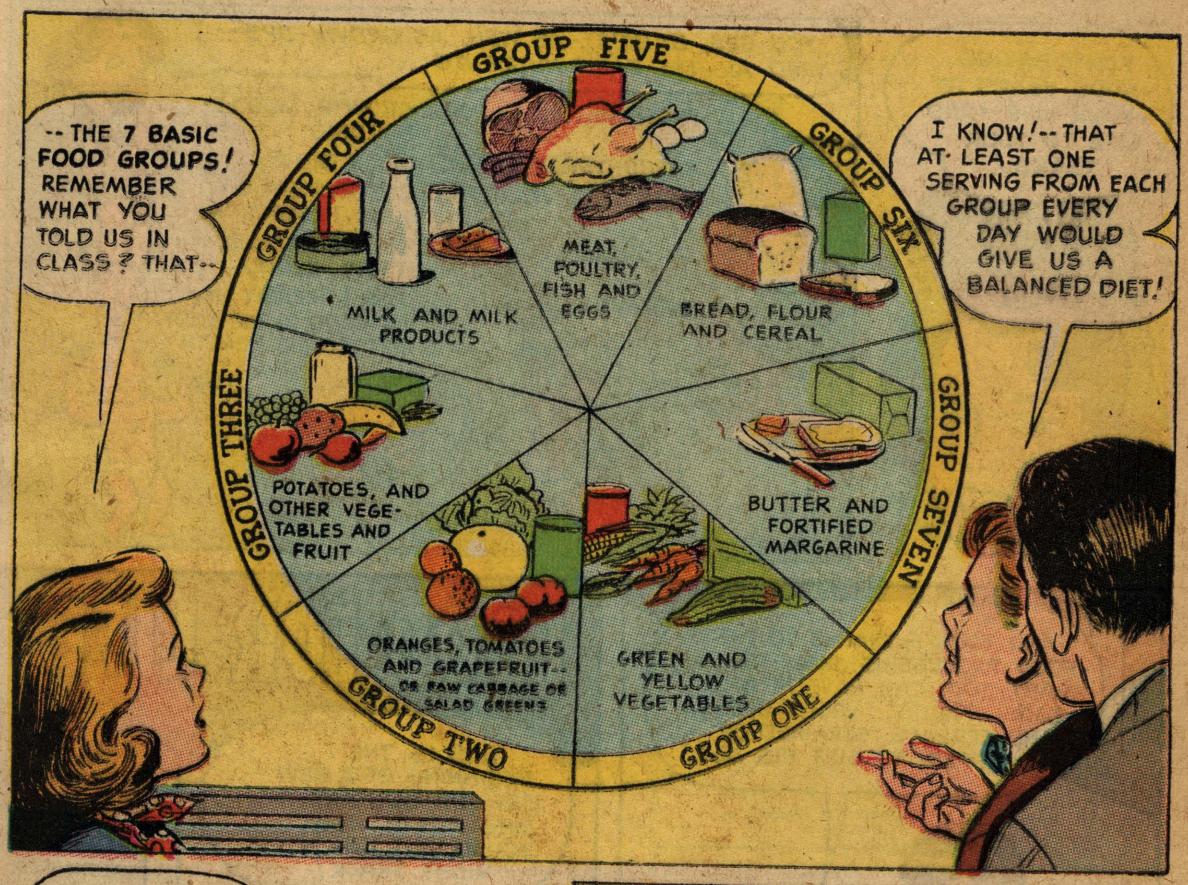

--AND TO GET THE MOST OUT OF IT, OUR FOOD HAS TO BE PROPERLY REFRIGERATED AND COOKED--TO RETAIN ALL ITS VALUE.
I GUESS THAT PART'S UP TO MOTHER--
--OR BROTHER, I'M BEGINNING TO THINK!
YES--BUT FIRST, IT'S UP TO THE FOOD INDUSTRY TO SEE THAT THE FOOD REACHES US IN TOP CONDITION--REGARDLESS OF WHAT SEASON IT IS, OR WHERE WE LIVE! AS YOU CAN SEE--

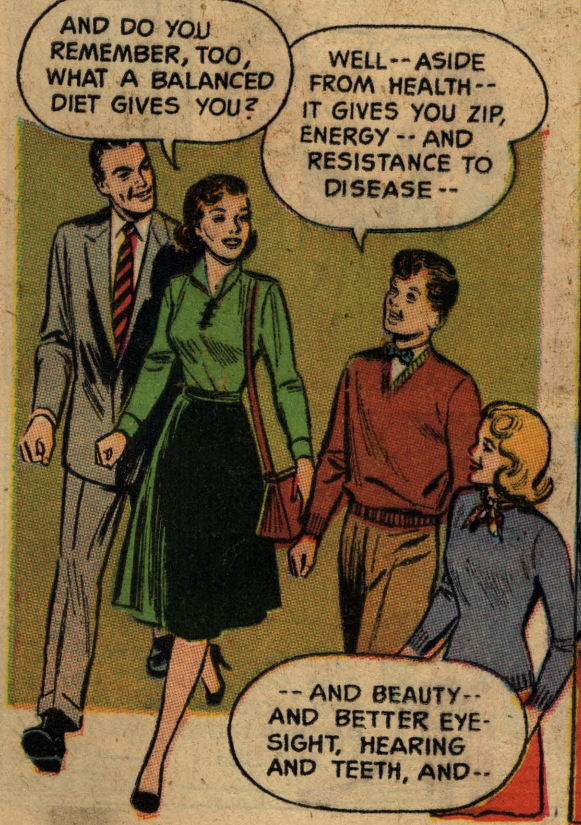

THERE ARE MANY STEPS IN GETTING FOOD FROM FARMS AND RANCHES TO OUR TABLE. THIS IS WHERE **PROCESSORS, DISTRIBUTORS** AND **RETAILERS** COME IN...
PROCESSOR
DISTRIBUTOR
RETAILER

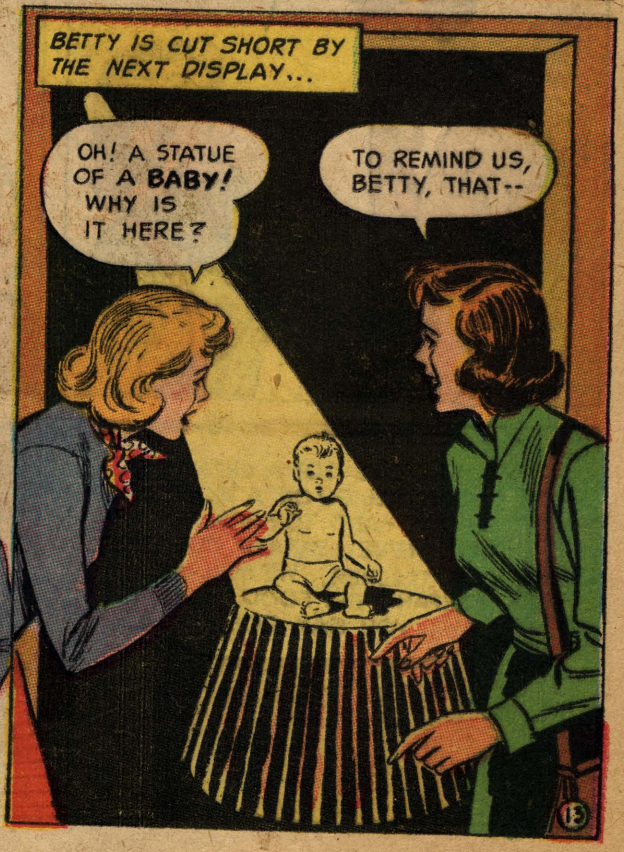

PHEWW! WHEN YOU STOP TO THINK ABOUT IT--IF IT WEREN'T FOR ALL THOSE PEOPLE DOING **THEIR** JOBS, WE CITY PEOPLE WOULD PRACTICALLY **STARVE!**
I DON'T SEE HOW THERE COULD **BE** ANY LARGE CITIES, WITHOUT FOOD PROCESSORS AND RETAILERS!.. AFTER ALL, CROPS AND ANIMALS NEED A LOT OF **ROOM** TO GROW -- SO THEY **HAVE** TO BE RAISED OUT IN THE COUNTRY.

NOT ONLY DO THEY NEED ROOM, BOB, BUT CERTAIN **CLIMATES** -- AND TYPES OF **SOIL**...
AND, AS WE JUST SAW -- THEY NEED PROCESSING PLANTS -- AND TOOLS -- AND TECHNICAL SKILL TO **PREPARE** THE FOOD FOR US!


--THAT'S WHY THE FOOD INDUSTRY HAS HELPED MAKE US A STRONG HEALTHY **NATION**... NO MATTER WHERE WE LIVE -- NORTH, SOUTH, EAST, WEST OR MID-COUNTRY -- GOOD HEALTH IS OURS FOR THE EATING!.. BUT WE MUST CHOOSE OUR FOODS WISELY IN ORDER TO BALANCE OUR DIETS.
AND I KNOW **ONE** WAY TO BE SURE OF THAT! THE ANSWER'S RIGHT THERE, MISS WHITE...
GROUP
POTATOES, AND OTHER VEGETABLES AND FRUIT
ORANGES, AND


-- THE 7 BASIC FOOD GROUPS! REMEMBER WHAT YOU TOLD US IN CLASS? THAT--
GROUP FIVE
GROUP SIX
GROUP SEVEN
GROUP ONE
GROUP TWO
GROUP THREE
GROUP FOUR
MEAT, POULTRY, FISH AND EGGS
BREAD, FLOUR AND CEREAL
BUTTER AND FORTIFIED MARGARINE
GREEN AND YELLOW VEGETABLES
ORANGES, TOMATOES AND GRAPEFRUIT-- OR RAW CABBAGE OR SALAD GREENS
POTATOES, AND OTHER VEGETABLES AND FRUIT
MILK AND MILK PRODUCTS
I KNOW!-- THAT AT LEAST ONE SERVING FROM EACH GROUP EVERY DAY WOULD GIVE US A BALANCED DIET!


AND DO YOU REMEMBER, TOO, WHAT A BALANCED DIET GIVES YOU?
WELL-- ASIDE FROM HEALTH-- IT GIVES YOU ZIP, ENERGY -- AND RESISTANCE TO DISEASE --
-- AND BEAUTY-- AND BETTER EYESIGHT, HEARING AND TEETH, AND--


BETTY IS CUT SHORT BY THE NEXT DISPLAY...
OH! A STATUE OF A BABY! WHY IS IT HERE?
TO REMIND US, BETTY, THAT--

RIGHT EATING ADDS YEARS TO YOUR LIFE -- AND LIFE TO YOUR YEARS!
YOU SEE, BABIES -- AS WELL AS GROWN-UPS -- NEED ALL THE BASIC NUTRIENTS...
PROTEINS.....FOR... GROWTH; MUSCLE-BUILDING
CARBOHYDRATES...FOR...QUICK ENERGY
FATS.....FOR...RESERVE ENERGY; BODY PROTECTION
MINERALS.....FOR... BUILDING BONES, TEETH, BLOOD
VITAMINS..... FOR EFFICIENT USE OF FOOD IN THE BODY; PROTECTING HEALTH
AND TODAY -- THANKS TO THE FOOD PROCESSING INDUSTRY -- BABY, TOO, CAN HAVE MEAT... EGGS... FRUITS... VEGETABLES... AND CEREALS, STRAINED OR CHOPPED TO SUIT HIS AGE!
FOOD FOR LIFE
THIS IS THE BEGINNING OF A NEW LIFE FOR BOB AND ME, MISS WHITE, NOW THAT YOU'VE PUT US ON THE RIGHT TRACK!
THE STORY OF NUTRITION
SPONSORED BY Swift & Company
SAY, I'VE GOT A GREAT IDEA! LET'S ALL GO ON A PICNIC NEXT SUNDAY -- AND TO SHOW YOU HOW WELL WE'VE LEARNED OUR LESSON, DEAR TEACHER, WE MEN WILL PREPARE THE FOOD! WHAT DO YOU SAY, BOB?
IT'S A DEAL, JIM! AND I'VE GOT A GREAT IDEA, TOO -- FOR MY GENERAL SCIENCE PAPER! WAIT AND SEE...
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BOB GOT QUITE A LOT OUT OF THAT NUTRITION EXHIBIT--AND PUT JUST ABOUT ALL OF IT INTO HIS SCIENCE REPORT...

GENERAL SCIENCE REPORT BY BOB TURNER

WE ARE WHAT WE EAT

SOIL — HAS FOOD ELEMENTS WE NEED, BUT WE CAN'T USE THEM IN THIS FORM...

PLANTS — USING SUNLIGHT ENERGY, COMBINE WATER AND SOIL ELEMENTS WITH CARBON DIOXIDE FROM THE AIR TO PRODUCE...

FOOD FOR HUMANS

FOOD FOR LIVESTOCK

LIVESTOCK — --- IMPROVES, CONCENTRATES + STORES FOODS FOR US.

FOOD INDUSTRY PROCESSES AND DELIVERS-- ...MEAT, POULTRY, DAIRY PRODUCTS AND OTHER FOODS TO STORES WHERE WE BUY THEM.

GOOD HEALTH FORMULA:

HEALTHY---
---SOIL
--- PLANTS
--- LIVESTOCK

= GOOD FOODS
+ PROPER SELECTION
+ PREPARATION

= A HEALTHIER + HAPPIER LIFE

JUST THINK, BOB! YOUR CHART'S BEEN CHOSEN FOR THE **WHOLE CLASS** TO STUDY--AND YOU'VE PASSED FOR THE TERM! WE'VE **REALLY** GOT SOMETHING TO CELEBRATE ON THE PICNIC SUNDAY!

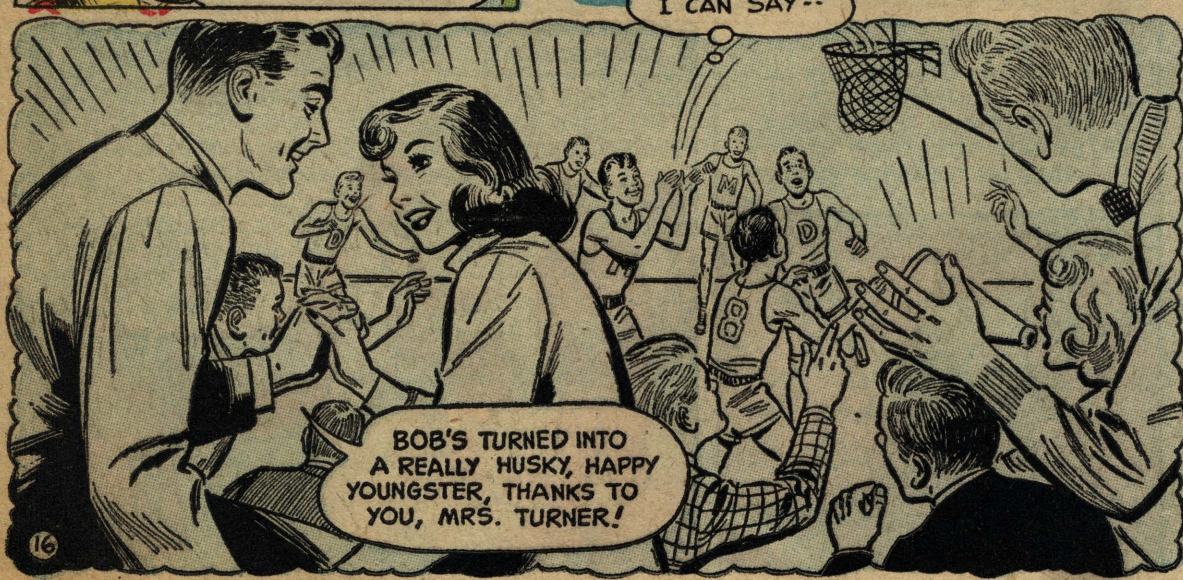
BULLETIN BOA

COME SUNDAY...

HOPE THIS CORN DOESN'T TAKE LONG TO ROAST, JIM., I'M SO HUNGRY, I COULD EAT IT **RAW!**

HERE, BOB--TRY MUNCHING ON THIS RAW CARROT WHILE WE'RE WAITING...

CARROTS--CORN... WELL, **THAT** TAKES CARE OF GROUP 1 OF THE BASIC 7!



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